



April 25, 2015

**National Conference**  
**on**  
**MAKE IN INDIA:**  
**OPPORTUNITIES & CHALLENGES**

**Organised by**

**IMSAR Alumni Association  
(IAA)**

**in association with**

**Institute of Management Studies & Research  
(IMSAR)**

**MAHARSHI DAYANAND UNIVERSITY ROHTAK**

## **The Host University**

Maharshi Dayanand University came into existence by an Act No. 25 of 1975 of the Haryana Legislative Assembly in 1976 with the objective to promote inter-disciplinary higher education and research. The University is committed to encourage inter-disciplinary higher education and research to spread knowledge to every strata of the society. It aims at creating an innovative, value-based, and research-oriented world-class learning environment and establishing itself as a centre of excellence. The University is accredited with NAAC for 'A' Grade and has recently been included among the top 100 Universities of inter disciplinary nature in the country. The University campus, spread over an area of over 665.44 acres, is well laid with state-of-the-art buildings and magnificent road network, and presents a spectacle of harmony in architecture and natural beauty. Educational and research programmes are offered through its 36 departments.

## **About the Institute**

Institute of Management Studies and Research (IMSAR) has the distinction of being a founder department (earlier known as Department of Business Management) of M.D. University, Rohtak, Haryana. It is one of the oldest management institutes of the region and has come a long way since its inception in 1976. The Department of Business Management assumed the status of the Institute of Management Studies and Research (IMSAR) w.e.f. September 27, 1993. IMSAR is widely recognized as a centre of excellence in management education, research and training. The Institute primarily operates as 'Talent Incubator' by identifying, nurturing, preserving, developing and promoting talents required by corporate world. Development of students' personality and their exposure to the corporate world is the strategic focus of IMSAR and, as a result, the Institute is legitimately proud of the fact that its products over the years are holding senior executive positions in various organizations of national and international repute.

## **Imsar Alumni Association™ (IAA)**

The association has been formed and registered with a mission to strengthen the bond among alumni by providing a platform to interact with each other, enhance their professional network and keep abreast of latest development on campus. The Association operates through the executive committee headed by President of Alumni Association. It organises annual meet every year to promote the feeling of togetherness & fraternity among alumni and give confidence and sense of pride to them that they belong to a great institute having such a strong alumni base. In a span of 38 years, IMSAR has produced around 3000 management graduates, who are holding key positions in corporate world both in India & abroad. A large number of them are steering the public enterprises and many of alumni have proved their mettle as successful entrepreneurs.

## **Conference Overview**

*Make in India* campaign was launched on 25 September 2014 by India's Prime Minister, Narendra Modi, to make India a global manufacturing centre. The main objective is to make country's environment favourable for doing business. Government identified 25 sectors for the programme and pledges to remove unnecessary rules and regulations, bureaucratic hindrances, infrastructural support to attract more investment for the growth of economy. Through its efforts government wishes to raise the share of manufacturing sector in India's GDP from 15% (2014) to 25% by 2022. To facilitate this process, there will be a central agency which will act as the main facilitator to guide investors with the issues related to regulation and policies and will help them in securing necessary clearances from different government agencies. However, its success is doubted by many that how the challenges faced by investors can be converted in opportunities.

For that reason, the conference aims to address the above critical issues by providing a platform for academics, researchers and professionals who share similar interest to present their research findings and expose to the discussions that might be useful for further work to the success of the campaign on the following sub themes:

- **Vision of 'Make in India'.**
- **Accelerating growth through 'Make in India'.**
- **Role of investment climate for success of 'Make in India' programme**
- **Entrepreneurial opportunities and incentives in 'Make in India' programme.**
- **'Make in India': Avenues for MSME sector.**
- **'Make in India': Opportunities for technological innovations.**
- **'Make in India': Road map of India's resurgence.**
- **Role of FDI's in 'Make in India' programme.**
- **Critical success factors for 'Make in India'.**
- **Employment generation through 'Make in India'.**
- **Role of Banking sector in 'Make in India'.**
- **Skill development: The essence of 'Make in India' programme.**
- **Scope of Hospitality and Tourism sector in 'Make in India' programme.**
- **New Challenges and Opportunities in Manufacturing sector.**
- **Innovation opportunities through 'Make in India' programme.**
- **Make in Haryana: Spear heading industrialisation and economic growth.**

## Call for Papers:

On this occasion of the National Conference on **Make In India: Opportunities & Challenges**, we are pleased to invite papers from academicians, researchers, consultants and practitioners in the industry, policy makers, business executives for presentation on April 25, 2014. The conference will serve as a forum for sharing research and initiatives that contribute to 'Make In India' campaign.

### Guidelines for Authors

- Last date for sending abstracts is April 10, 2015.
- Abstracts alongwith full papers must be submitted by April 18, 2015, electronically at **imsarconference@gmail.com**
- In any case not more than one paper will be accepted from one author.
- Souvenir shall be published with selected abstracts.
- The research papers read at the conference will be sent to reviewers and after any necessary changes, if any, will be published in journal of IAA.
- The contributor should certify that the manuscript is his/her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else. The authors shall be responsible for the facts and opinion made by them.

### Suggested format for paper submissions:

- Abstract (not more than 500 words) and Keywords
- Paper Title should be brief
- All authors' Title (e.g. Dr etc.) & Name, Affiliation, E-mail etc
- Length: 3500- 5000 words or 10-12 Pages
- Introduction/Background/Objective
- Literature Review
- Methodology, Findings, Analysis & Discussion
- Conclusion, Limitations and Recommendations
- References - APA Style is required.
- Tables, figures, etc. in their appropriate location in the paper (if applicable)
- MSWord format with margins: 1 inch or 2.5 cm.
- Font: Times New Roman, 12 points with spacing: 1.5 between lines

### Important Dates

Abstract Submission: April 10, 2015.

Full Paper Submission: April 18, 2015.

Date of Conference: April 25, 2015.

### Registration Fee

Category	Fee (in Indian Rupees)	Bank Details:
Industry Delegates	2,000/-	In Favour of: Imsar Alumni Association
Academicians	1,000/-	Bank Name: HDFC, Rohtak
Research Scholars	500/-	A/C No. 01761450000010 IFSC Code: HDFC0000176

# **Organising Committee**

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